



Ideal for the home, because it's safe. Not like beer, but with a refreshing "mixed-fruit" taste.

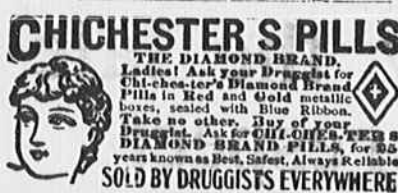
For the Children
when they are warm and tired.

AT MEALS
Ironbeer will add a relish to every dish.

FOR COMPANY
in the afternoon or evening; easily served and greatly enjoyed

ON PICNICS
drink it right out of the bottle.

Order a Case To-day
Put up and bottled by
Coca Cola Bottling Co.
Laurens, S. C.



Stop Scratching

Par-a-sit-i-cide cures itch and mange in 30 minutes. Pimples and Ringworms quickly. Price 50c at

LAURENS DRUG CO.
60c by mail or express from Dr. L. J. Sharp & Co., Commerce, Ga. Guaranteed. "Take no substitute."

Asthma! Asthma!
POPHAM'S ASTHMA REMEDY gives instant relief and an absolute cure in all cases of Asthma, Bronchitis, and Hay Fever. Sold by druggists; mail on receipt of price \$1.00.
Trial Package by mail 10 cents.
WILLIAMS MFG. CO., Props., Cleveland, Ohio
LAURENS DRUG CO.
Laurens, S. C.

ATTRACTIVE Real Estate Offerings

800 acres of the best improved farming land in the county cheap. Twenty-five horse farm open and twenty tenant houses, electric lights, water works. Four miles south-east of the city.

Twenty-two acres, three miles east of Laurens at Auld's Cross Roads. In high state of cultivation and well improved. At a bargain.

500 acres of fine land on waters of Little River, 6 miles south of Laurens C. H. In fine state of cultivation; 7-horse farm open; cheap and easy terms.

100 small farms wanted for western settlers.

House and lot, on East Main street containing 17 acres with fine house, barn and other improvements on easy terms.

House and lot on Garlington street, cheap for quick sale.

400 acres near Stomp Springs in fine state of cultivation, 5 tenant houses. Price \$11.50 per acre, one half cash, balance in 12 months.

125 acres 1 1/4 miles of public square, electric lights and one of the best farms in the county. \$125. per acre, one half cash, balance on easy terms.

Several lots on South Harper street.

House and lot on E. Main street, 8 1-2 acres and 15 room concrete dwelling; finest place in upper South Carolina. On easy terms.

Two elegant residences on Sullivan street on easy terms.

One hundred acres tillable land within corporate limits of city, very reasonable and easy terms.

A number of farms and other property for sale, see us before you purchase or sell your property.

ANDERSON & BLAKELY.
Todd Building Laurens, S. C.



The chances are that if you go in to almost any store in a county town, at the present time, and tell the storekeeper that his cheapest salesman is his advertisement in the local newspaper he will laugh at you. He will laugh because he does not know what salesmanship means. It is the mere showing of his goods to any customer that has the good luck to come into his store, according to his lights. He does not realize that it is possible for customers to be enticed to his store to actually demand goods that they never thought they wanted before.

It is a comparatively easy matter to sell a woman or man goods when you have them in your store and can lay the wares right in front of them. In such a case much more than nineteenth of the selling act has already been accomplished by the coming of your customer to the store. Even then a salesman who can get big results in the store is classed as high-grade, and his salary, no matter how large, is considered a reasonable expenditure and, in many cases, cheaply spent.

To cause a customer to have a desire to come to your store, where no desire existed before requires salesmanship of a high order. Such salesmanship makes new customers—builds your business and lays, in short, the foundation of your fortune. No retail business of modern times can make a great success without such salesmanship—without, in other words, the proper utilization of space in your local newspaper. Considering the results this kind of salesmanship obtains, it is the best and cheapest you can buy.

This efficient use of space in your local newspaper has been called salesmanship on paper. If you fill the space with forceful matter that will create attention, cause conviction and bring results, you have an addition to your sales force that may surely be called the best promoter on your staff. The results that are obtained from this salesmanship depend on the selling ability used. But no matter what results are obtained the quality of salesmanship necessary is much greater than that required inside the store.

The big mail-order houses reckon that they must pay so much money for every inquiry they get. The amount of this sum is ascertained by dividing all the money spent on advertising and selling literature by the number of letters received in answer to the same. This refers to inquiries only. Not every inquirer becomes a customer. The securing of actual customers costs more. The money that has to be spent to get one new customer by those concerns would astonish the local retailer. It is usually not less than the amount spent on several weeks' advertising by the average local storekeeper. The salesmanship on paper that is necessary to do all this is the finest that can be got for money and it is considered cheap at the enormous price paid for it because it is engaged in building up a big mail order business with new material.

The local retailer can apply a lesson from this to himself. If those mail order houses spend so much money to get one new customer, why should a retailer not make an effort in the same direction? Why should he not adopt the same means of attractive salesmanship on paper? If he can bring even one new customer a week to his store with an expenditure that is many times below what a mail order house has to pay for getting the same results, it is worth while paying closer attention to this successful method of selling. If he can influence more than one customer, and it would be poor local newspaper advertising indeed that could not do that, he would be accomplishing far more than the mail order houses with their highly paid selling experts. And, as a business man, he could congratulate himself on a good investment. He could say to himself that he had in his advertisement the cheapest salesman on his force.

It is, of course, not always possible to readily get this strong, convincing selling matter in your newspaper space. You may not be able yourself to write it and you may not have any local person to whom you can turn. But that need not deter you. There are now on the market one or two syndicated advertising services that are designing especially to suit cases like yours. These services are supplied in a series of fifty-two advertisements with accompanying copper-plate engravings, one for each week in the year, it prices ranging from one dollar per week up. Many of the advertisements have been classed by authorities as equal to the best that have made successes for the big city department stores and national advertisers. Reduced fac-similes of several of these advertisements will be set at the top of this column.

The advertisements shown above have received many testimonials from experts. For instance, Wm. H. Wkers, President of the Grocery and Allied Trades Press Association of America (a combination of the entire American Grocery Trade Press) and editor of the Tea and Coffee Trade Journal, New York, writes:

"I consider your advertisements the best I have seen in a long time."

The Retailers' Journal, Chicago, writes:

"We believe the samples of your advertisements sent us are the best we have ever seen."

After expressions like these from men who have spent long lives amongst the kind of advertising that has built fortunes for the shrewd users, the local merchant who neglects the opportunity now offered him to obtain some of these success making announcements is missing the chance of his lifetime.

The editor of this paper will be glad to supply further particulars of the syndicate whose specimen ads adorn the top of this column and I advise early application as only one of these services will be supplied to each storekeeper in his own town.

Tribute of Respect.

Brother Thomas B. Crews is dead. He was made a mason in this lodge, in 1854. He was its Senior Warden in 1868-72, and its Worshipful Master in 1880.

It was permitted our departed brother to enjoy a long lease of life. As he moved along the Masonic pavement, he at all times wore worthily his white leather apron. In his dealings with his fellow men, he always met them on the level, worked by plumb, parted with them on the square. Having finished his work as laid out upon the trestle board of Time, the Scythe on the 27th day of May, 1911, cut the thread of life, he was transferred from the lodge below to the celestial lodge where the Great Architect of the Universe presides.

Resolved, First, That in the death of Brother Crews, Palmetto Lodge, No. 19, has been sorely afflicted.

Second, That the members of this lodge will cherish his memory and strive to emulate his virtues.

Third, That a copy of the foregoing preamble and resolutions be furnished the family of our deceased brother, and that they be published in our county papers.

John W. Ferguson,
H. Y. Simpson,
J. D. Watts.

Kill More Than Wild Beasts.

The number of people killed yearly by wild beasts don't approach the vast number killed by disease germs. No life is safe from their attacks. They're in air, water, dust, even food. But grand protection is afforded by Electric Bitters, which destroy and expel these deadly disease germs from the system. That's why chills, fever and ague, all malarial and many blood diseases yield promptly to this wonderful blood purifier. Try them, and enjoy the glorious health and new strength they'll give you. Money back, if not satisfied. Only 50c at Laurens Drug Co. and Palmetto Drug Co.

VACANT SCHOLARSHIP IN THE CITADEL.

The Military College of South Carolina, Charleston, S. C.

One (1) vacancy in the Beneficiary Scholarships in The Citadel from Laurens County will be filled by competitive examination on August 11th, 1911.

For full information concerning these scholarships address The superintendent, at The Citadel, Charleston, S. C.

Next session begins September 20th, 1911.

The Citadel offers courses in Civil Engineering, English, Chemistry, and Physics. Degree of B. S. and C. E. conferred.

TO FIGHT PINE BEETLE.

Field Station Has Been Established at Spartanburg.

Spartanburg, July 25—To fight the threatened outbreak of the Southern Pine Beetle, a bark boring insect which caused enormous damage to healthy living timber in the Virginias in the early '90's and which has recently been reported in different sections of the South, a Forest Insect Field Station has been established here by the Bureau of Entomology of the United States Department of Agriculture.

It is feared that unless measures are taken for the control of this insect it will cause the loss of millions of dollars worth of pine and the station has been established here for the purpose of securing first hand information and for giving direct free instruction to timber owners on the most economical and effectual methods of controlling the beetle. The Bureau's experts have discovered methods by which the beetle can be controlled in some cases by the profitable utilization of the infected timber and in all cases at a moderate direct expense. Timber owners should communicate either with the Station here or the Bureau at Washington.

Recognizing the importance of concerted action and that the danger is common to the whole South, the Southern Railway is endeavoring to call the attention of timber owners throughout the South to the activity of the Bureau in this matter, in the belief that its interest is identical with theirs.

Right in your busiest season when you have the least time to spare you are most likely to take diarrhoea and lose several days' time, unless you have Chamberlain's Colic, Cholera and Diarrhoea Remedy at hand and take a dose on the first appearance of the disease. For sale by all dealers.

LEARN AUTOMOBILE BUSINESS.

Take a thirty days Practical course in our well equipped Machine Shops and learn the Automobile business, and accept good positions. CHARLOTTE AUTO SCHOOL, Charlotte, N. C.

FINAL SETTLEMENT.

Take notice that on the 28th day of July, I will render a final account of my acts and doings as Administratrix of the estate of James Irwin, deceased, in the office of the Judge of Probate of Laurens county, at 11 o'clock, a. m., and on the same day will apply for a final discharge from my trust as Administratrix.

Any person indebted to said estate are notified and required to make payment on that date; and all persons having claims against said estate will present them on or before said date, duly proven or be forever barred.

Fannie Irwin, Administratrix.
June 28, 1911.—1 mo.

FINAL SETTLEMENT.

Take notice that on the 8th day of August, I will render a final account of my acts and doings as Executor of the estate of Ivory E. Curry, deceased, in the office of the Judge of Probate of Laurens county, at 11 o'clock, a. m., and on the same day will apply for a final discharge from my trust as Executor.

Any person indebted to said estate are notified and required to make payment on that date; and all persons having claims against said estate will present them on or before said date, duly proven or be forever barred.

J. Alvin Curry, Executor.
July 5, 1911.—1 mo.

THE CLEMSON AGRICULTURAL COLLEGE.

Enrollment Over 700—Value of Property Over a Million and a Quarter—Ninety Teachers and Officers.

Seven full four years courses, in Agricultural, Engineering, etc.

Cost per session of nine months, including all fees, books, heat, light, laundry, and necessary uniforms—\$121.87.

Students who are financially able, pay \$40.00 tuition additional.

SCHOLARSHIP AND ENTRANCE EXAMINATIONS

The College maintains 124 Agricultural Scholarships, and 43 Textile Scholarships, worth each \$100.00 and free tuition.

(Students who have attended Clemson College or any other College or University, are not eligible for the scholarships unless there are no other eligible applicants.)

Scholarship and entrance examinations will be held at the County Seats July 14th, 9 a. m.

Next Session Opens Sept. 13, 1911.

Write AT ONCE to W. M. Riggs, President Clemson College, S. C., for catalogue, scholarship blanks, etc. If you delay, you may be crowded out.

46-8t.



Cured quickly. Take no substitute. 50c by mail or express from Manl., Dr. L. J. Sharp & Co., Commerce, Ga., or 50 from druggists.

Laurens Drug Company
Laurens, S. C.

WHAT THE Greensboro Life Does!

Walhalla, S. C., April 19, 1910.
Greensboro Life Insurance Co.,
Greensboro, N. C.,

Dear Sirs:--

Your General Agent, Mr. D. W. Cochrane, has this day handed me your check for Five Hundred Dollars, being the first annual instalment of disability claim under Policy No. 7961, which amount I will receive every year during total disability until I have received the face of the Policy, Five Thousand Dollars.

I want to thank you for your promptness in settling this claim. I received your check just one week from the day satisfactory proofs of disability were furnished you.

What I particularly like about this contract is, it not only furnishes the same protection that other insurance policies do in case of death, but gives the additional advantage of protection to the insured while living, in case of total disability, as has been illustrated in my case.

Being an old insurance man, the first time I had your policy explained to me, I applied at once for Five Thousand Dollars, believing that it filled a long-felt want in the insurance world; namely, a policy which would protect one's family in case of death, and would also protect oneself and family in case from any bodily disease he becomes totally unable to make a support for them.

I am more than ever convinced that the Greensboro Life is one of the fairest, strongest and best insurance companies doing business in our State.

Respectfully yours,
(Signed) GEO. A. HARRISON.

AGENTS WANTED!
Greensboro Life Policies are Easily sold.

D. W. COCHRANE,
General Agent.
Palmetto Building Greenville, S. C.

Embroidery Flouncings

This week we will throw on the counter two lots of the above. These we bought at a bargain and offered at almost half their real value. They come in 5 yard lengths and will not be cut under any consideration. The price is 50 cents and 75 cents. Only a limited quality offered. Act promptly before they are sold. Can't be duplicated this season at these prices.

LACE CURTAINS

This week we open direct from the manufacturers a line of Lace Curtains running from 50 cents to \$1.50 a pair. Inspection will prove these to be good value for the money.

W. G. Wilson & Co.

25 For 5

Our Spring Crop of old newspapers will be sold out during the next few weeks. They are

FINE WRAPPING AND PAPERING

We are selling these at the rate of 25 for 5 cents. Come early and avoid the chance of being too late.

The Laurens Advertiser